



## What is Delta Epsilon Chi?

Delta Epsilon Chi is a national organization for college students preparing for careers in marketing, merchandising or management. Its local chapters and state associations are a division of National DECA, Inc.

Activities promoted by ΔEX integrate and enhance the student's curriculum. In addition, the organization's close ties with the business community provide both opportunities for members and an appreciation for the American free enterprise system.

DEC membership is an essential resource for the future marketing, merchandising, or management professional.

### **Delta Epsilon Chi's Mission**

The mission of Delta Epsilon Chi is to enhance the co-curricular education of students with interests in marketing, management, and entrepreneurship.

## Delta Epsilon Chi Objectives

To nurture competent, entrepreneurial, self-reliant **leadership** in the fields of marketing, merchandising, and management.

To help students make informed **career choices** by providing opportunities to explore fields as diverse as sales, food marketing, hotel management, department store and specialty store retailing, fashion merchandising, industrial and international marketing, finance and credit, advertising, insurance, wholesaling, and other marketing-oriented occupations.

To foster **high ethical standards** in business.

To encourage business activity that demonstrates **civic, social, and moral responsibility**.

To develop appreciation of the influence of the **fine arts** in business.

To recognize the importance of **career education** and to promote a willingness to use training facilities provided by corporations to continually improve skills and knowledge, in college and throughout adult life.

To increase understanding of and appreciation for the American system of **free enterprise**.

## Why Delta Epsilon Chi?

- An opportunity to work with and learn from people who share similar career interests.
- A local chapter in which a member can learn, compete and be eligible for state and national recognition.
- Encouragement of individual and group initiative and effort on a competitive level.
- Awards and recognition for demonstrating outstanding marketing, merchandising, and management skills.
- **The Delta Epsilon Chi GUIDE**, a set of guidelines published to help advisors and members participate in ΔEX's special activities and in the competitive events program.
- **ΔEX Related Materials**, a wide selection of printed and visual materials designed to assist in leadership development, professional advancement, and competitive event participation.
- Leadership opportunities at the local, state, and national levels.
- Cooperation with business to upgrade students' employment skills.
- Enhancement of efforts by colleges to prepare responsible and employable citizens.

Useful materials can be located at <http://store.yahoo.com/decaimages/takelead.html>.

## Which Major U.S. Corporations Support Delta Epsilon Chi?

7-Eleven, Inc.	I-Safe America, Inc.
American Express Foundation	J America
American Hotel & Lodging Educational Institute	J. C. Penney Company, Inc.
Anchor Blue, Levi by MOST	Johnson & Wales University
Berkeley College	Jostens, Inc.
Breeze Freeze, Inc.	Journeys (Genesco, Inc.)
Cadbury Schweppes Americas Beverages (formerly Dr. Pepper/Seven Up, Inc)	Kendall College
Claire's Stores, Inc.	Kmart Corporation
Coca-Cola NA	PDC Productions
College Pro Painters	Piper Jaffray & Co.
Costco Wholesale	Safeway, Inc.
LEAD America	Sales & Marketing Executives International
Marriott International, Inc.	Scholastic/Community Book Sales
Millikin University	Sears
Muscular Dystrophy Association	South-Western/Thompson
National Association of Investor Corporation	Stein Mart, Inc.
National Automotive Parts Association	T.J. Maxx/Marshall
National Federation of Independent Business	Talking Rain Beverage Co. Inc.
National Honor Roll, L.L.C.	Target Corporation
National Retail Federation Foundation	Tropicana Products, Inc.
NBA Properties, Inc.	University of Houston – Conrad N. Hilton College
New England Culinary Institute, V.H.M., Inc.	USA Today
Northwood University	Walgreen Co.
Nova Southeastern University	Who's Who Among American High School Students
H. Wayne Huizenga School of Business & Entrepreneurship	
Otis Spunkmeyer, Inc.	
Payless Shoe Source	
Data Match, Inc.	
ESPN the Magazine Coaches Fundraising Program	
Ewing Marion Kauffman Foundation	
The Fashion Institute of Design & Merchandising	
The Field Studies Center of New York, Inc.	
Finish Line, Inc.	
Foot Locker, Inc.	
The Foundation for Investor Education (The Stock Market Game)	
Glencoe/McGraw-Hill	
Herff Jones, Inc.	
Hilton Hotels Corporation	
Innovative Campus LLC	
International Franchise Association Educational Foundation, Inc.	